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BETTER BLOOMING BULBS

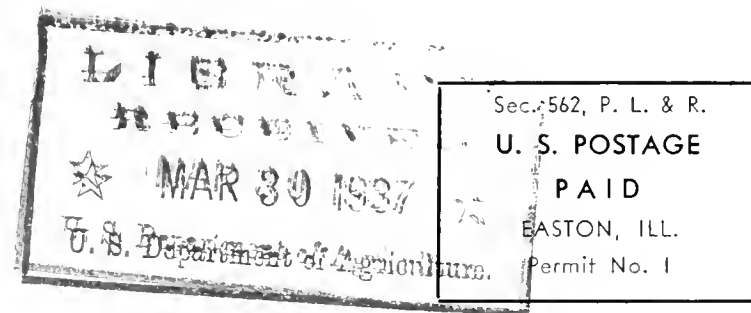
HEBERLING'S GLADIOLUS

CORN BELT GROWN

INCORPORATED

J. H. HEBERLING

EASTON, ILL., U. S. A.



U. S. Dept. of Agriculture
Horticulture Crops and Diseases
Bureau of Plant Industry
Washington, D. C.

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EASTON, ILLINOIS, U. S. A.

SPRING CLEARANCE SALE -- March 25th, 1937

At this season of the year we clear our stock rooms of all the large bulbs. Because the first season that a bulb reaches size one or two it is in prime market condition. They are ready to go out and do their best. If they have not already moved at this season we make a price on them that will put them in circulation. Hence you can now buy from this list at truly bargain prices. We will be sold out of many varieties in a very short time at these figures. Our loss is your gain.

We plant only small planting stock so that next Fall we may again offer you only young, high crowned bulbs full of vigor and vitality.

OTHER VARIETIES

We can still supply in a very limited way many varieties not listed here and we will supply them so long as they last from our catalog at our catalog prices. However we suggest that you name second or third choice if possible when ordering.

VARIETIES QUOTED HEREIN

Stock is quite limited on a number of varieties which we are listing below and hence we suggest that you order promptly. If you have a second choice we suggest that you name it when ordering so that all possible delay may be avoided in filling and shipping your order.

SHIPPING

We will fill and ship all orders within twenty-four hours after they are received.

Customer's Reaction

Sabula, Iowa, Dec. 18, 1936.

Dear Sir:

Just a line to tell you I received my "Glad" bulbs and they are in perfect condition. Also to thank you for your generous amount of "extras". They are nice ones and I surely appreciate your kindness. You will surely receive our future patronage.

Respectfully,
Mrs. F. B., Sabula, Iowa.

Rutland, Vt., March 2, 1937.

J. H. Heberling,
Dear Sir:

I was so pleased with my first order from you that I am sending another. You were more than generous, and your bulbs are the finest I have ever received. If you are out of any of the sizes I have ordered, send me smaller ones.

I am yours sincerely,
L. E. R., Rutland, Vermont.

NEW AND RARE VARIETIES AT STOCK CLEARANCE PRICES

The prices below are Special low prices for clearance. You may make additional savings from purchase Schedule. (No order accepted for less than \$1.00 from this list.)

PURCHASE SCHEDULE

Select items to the value of \$ 3.00 and send us \$ 2.50 as payment in full or
Select items to the value of 6.00 and send us 5.00 as payment in full or
Select items to the value of 13.00 and send us 10.00 as payment in full or
Select items to the value of 25.00 and send us 20.00 as payment in full or
Select items to the value of 50.00 and send us 38.00 as payment in full

PREPAID

	Per	No. 1	No. 2	No. 3	No. 4		Per	No. 1	No. 2	No. 3	No. 4
ALIGHT	1	\$.60	\$.50	\$.40	\$.30	MIGNON	1	.50	.40	.30	.25
BELLA DONNA	1	.20	.16	.12	.10	MILFORD	1	.60	.60	.40	
BEOWOLF	1	12.00	10.00	8.00	6.00	MISS F. E. WILLARD ..	1	.20	.16	.12	
BLUE PEACOCK	1	.10				OLIVE MARIE BROWN	1		.50	.50	
BONNIE BLUE	1	5.00	4.00	3.00	2.00	PENSACOLA	1	1.40	1.00	.65	
CANYON VIOLET	1	.60	.50			RAQUEL	1	5.00	4.00	3.00	2.00
CANZONETTA	1	20.00	16.00	12.00	10.00	RECOVERY	1	.25	.20	.15	
D. A. HAY	1	.20	.16	.12	.10	ROBERT BURNS	1		12.00	10.00	8.00
DANNY BOY	1	.40	.30			ROSELADY	1	.25	.20	.16	
DECEMBER SNOW ...	1	8.00	6.00	5.00	4.00	ROYAL OMAR	1	.60	.50	.40	.30
DR. A. C. McKILLOP ..	1	.65	.50	.40	.35	SCHUBERT	1	.10			
DO X	1	.50	.40	.30	.25	SEESTERN	1	.20	.16	.12	
FLAMINGO	1	5.00	4.00	3.00	2.00	ST. LAWRENCE	1	.90	.70	.55	
GABRIEL	1	.35	.30	.25	.20	TAIAROA	1	.25	.20	.16	
GOLDEN FLAME	1	.20	.15	.12	.10	THE BOUNTY	1	8.00	7.00	5.00	4.00
GOLDEN FLEECE	1	2.00	1.75			THE MOOR	1	.20	.15	.12	.10
LONDONDERRY	1	1.25	1.00	.80	.60	TRUE BLUE	1	.30	.25	.20	.16
MARCHEN	1	.50	.40	.30		VIENNA WOODS	1	1.00	.80	.60	.50
MATIDOR	1	2.00	1.60	1.20		WINGS OF JOY	1	.20	.16	.12	
MAX REGER	1	.35	.30	.25	.20	YELLOW EMPEROR .	1	.20	.15	.12	
MAYFLOWER	1	1.00	.80	.65							

SPECIAL RARE BULBLET OFFER. No. 10

\$4.00—Entire lot as listed below—\$4.00. Prepaid.

1 Beowolf	\$1.00	1 Purity	\$.50
5 Londonderry25	1 Raquel40
3 Matidor50	1 The Bounty	1.00
2 Major Bowes	1.00	2 lots for	\$7.25

WHOLESALE PRICES

These prices are F.O.B. Easton. (Customer pays carrying charges.) But it saves you money.

	Per	No. 1	No. 2	No. 3	No. 4		Per	No. 1	No. 2	No. 3	No. 4
AMADOR	10	\$.60	\$.45	\$	\$	BETTY NUTHALL	100	1.40	1.15	1.00	
AMADOR	100	4.60	3.60			BLUE DANUBE	10		.32	.25	.20
ANGEL'S DREAM	10	.30	.25	.20		BLUE DANUBE	100		2.50	2.00	1.60
BAGDAD	10	.25	.20	.15		BLUE PEACOCK	10	1.20	1.00	.80	
BAGDAD	100	2.00	1.60	1.20		BLUE PEACOCK	10	1.00	.80	.60	.50
BELLA DONNA	10	1.50	1.20	1.00		CANBERRA	10		.24	.18	
BETTY NUTHALL	10	.20	.15	.12		CANBERRA	100		2.00	1.50	

(Continued on Other Side)

WHOLESALE PRICES (Continued)

These prices are F.O.B. Easton. (Customer pays carrying charges.) But it saves you money.

	Per	No. 1	No. 2	No. 3	No. 4
COMMANDER KOEHL	10			.24	
COMMANDER KOEHL	100			2.00	
CORONATION	10	.40	.30	.20	.16
CORONATION	100	3.00	2.40	1.80	1.40
DEBONAIR	10	.50	.40		
DEBONAIR	100	3.60			
DR. DURR	10	.50	.40	.30	.25
DR. DURR	100	4.20	3.20	2.40	2.10
DO X	1	.50	.40	.30	.25
DO X	10	4.00	3.20	2.40	2.10
DUNA	10	.45			
DUNA	100	3.60			
EDITH ROBSON	10	.60	.50	.40	.30
EDITH MASON	10	.30	.25	.20	
EDITH MASON	100	2.00	1.60	1.20	1.00
E. I. FARRINGTON	10	.22	.18	.14	.12
E. I. FARRINGTON	100	1.80	1.40	1.20	1.00
ESME DESAILLY	10	.40	.30	.25	.20
ESME DESAILLY	10	3.40	2.60	2.00	1.60
FRANK J. McCOY	10	.75	.60	.50	
FRANK J. McCOY	100	6.00	5.00	4.00	
GIANT NYMPH	10		.20		
GIANT NYMPH	100		1.20	.90	
GOLDEN AMBER	10			.15	
GOLDEN AMBER	100			1.20	
GOLDEN CUP	10	.44			
GOLDEN CUP	100	3.40			
GOLDEN DREAM	10	.20	.15		
GOLDEN DREAM	100	1.20	1.00		
GOLDEN FRILLS	10		.16	.12	
GOLDEN FRILLS	100		1.20	1.00	.80
HEATHFIELD	10	1.00	.80	.66	.50
HYACINTH	10		.80	.66	.50
IMPRESSARIO	10		.50	.36	.24
JOERG'S WHITE	10			.15	
JOERG'S WHITE	100			1.20	
JOYFUL	10	1.20	1.00	.80	.60
JOYFUL	100	9.00	7.00	5.60	4.00
JUBILEE	10	.55	.45		
LAVENDER DELIGHT	10	.40	.32	.25	.18
LAVENDER DELIGHT	100	3.20	2.80	2.00	1.60
LIGHTHOUSE	10	.90	.75	.60	.50
LIGHTS OF GOLD	10	1.00	.80	.60	.50
LOTUS	10	.50	.50	.40	.30
LOTUS	100	3.80	3.00	2.40	2.00
LOYALTY	10		.25	.20	
LOYALTY	100		2.00		
MADAME NORENA	10	.30	.24	.20	.15
MADAME NORENA	100	2.00	1.80	1.60	1.20
MAID OF ORLEANS	10	.40	.32		.25
MAID OF ORLEANS	100	3.60			2.40
MARMORA	10			.15	.12
MARMORA	100			1.40	1.00
MAROCCO	10		.25	.20	.15
MAROCCO	100		2.00	1.60	1.20
MAX REGER	10	2.70	2.40	2.00	1.80
MAX REGER	100	24.00	20.00	16.00	14.00
MILDRED LOUISE	10	.50	.40	.30	.22
MILDRED LOUISE	100	4.00	3.20	2.40	1.80
MILFORD	10	5.00	4.00	3.20	
MILFORD	100	44.00	36.00		
MRS. S. A. ERREY	10	.40		.24	
MISS GREELEY	10	.34	.28	.22	
MISS GREELEY	100	2.80	2.40	2.00	
MISS F. E. WILLARD	10	1.80	1.25	1.00	
MOTHER MACREE	10	.30		.22	.18
MOTHER MACREE	100	2.40		1.80	1.50
Mrs. CALVIN COOLIDGE	10			.15	
Mrs. CALVIN COOLIDGE	100			1.20	

	Per	No. 1	No. 2	No. 3	No. 4
MRS. E. J. HEATON	10	1.20			
MRS. F. C. PETERS	10		.20	.16	
MRS. P. W. SISSON	10		.20	.15	.12
MRS. P. W. SISSON	100		1.60	1.20	1.00
NETHERLAND PRINCE	10	.60	.50	.40	.34
NEWINGTON	10	.64	.50	.40	.30
ORANGE SOVEREIGN	10	1.00	.80	.60	.50
ORANGE SOVEREIGN	100	8.00	6.40	5.00	4.00
ORLANDO	10	1.00	.80	.65	
ORANGE WONDER	10	.22	.18	.15	
ORANGE WONDER	100	1.80	1.40		
OUR SELECTION	10		.20	.16	.12
OUR SELECTION	100		1.60	1.40	
PAUL PFITZER	10			.20	
PAUL PFITZER	100			1.60	
PEARL of CALIFORNIA	10		.20		
PEARL of CALIFORNIA	100		1.60		
PELEGRINA	10	.50			
PFITZER'S TRIUMPH	10		.18	.14	.12
PFITZER'S TRIUMPH	100		1.50	1.25	1.00
PHYLLIS McQUISTON	10		1.60		
PICARDY	10		.20	.15	.12
PICARDY	100		1.80	1.20	1.00
PRIDE OF PORTLAND	10	.44	.36	.30	
PRIDE OF PORTLAND	100	3.60	3.00	2.40	
PRIDE OF WANAKAH	10		.18	.14	
PRIDE OF WANAKAH	100		1.40	1.10	
PRIMROSE PRINCESS	10	.22	.18	.14	.10
PRIMROSE PRINCESS	100		1.50	1.20	.90
RECOVERY	10	2.00	1.60	1.20	
RED LORY	10	.60	.50	.40	.30
RED LORY	100	4.50	4.00	3.20	2.60
RED PHIPPS	10	.36			.20
RED PHIPPS	100	3.20			1.80
RED ROY	10	.35	.30	.24	
RED ROY	100	3.50	2.60	2.00	
ROSEWOOD	10	.30	.24	.20	
ROSEWOOD	100	2.20	1.80	1.50	
ROYAL OMAR	10	5.00	4.00	3.20	2.40
SCHUBERT	10	.80	.66	.50	
SMILING MAESTRO	10	1.50	1.20	1.00	.80
SMILING MAESTRO	100		10.00	8.00	6.40
SONATINE	10	1.20	1.00	.80	.60
SOUTHERN CROSS	10	.60	.50	.40	.35
SOUTHERN CROSS	100	5.00	4.00	3.40	3.00
SWORD OF MAHOMET	10	.25	.20	.16	.12
TAIAROA	10	2.00	1.60		
TAIAROA	100	17.50	14.00		
TENNYSON	10		.80	.60	.50
THE MOOR	10	1.50	1.20	1.00	.75
THEODORA	10	.90	.75	.60	
TIP TOPS	10	2.00	1.60		
TIP TOPS	100	15.00	12.00		
TOA	10	2.50	2.00	1.60	1.20
TOA	100	20.00	16.00		
TREVONIAN	10	.50	.40	.30	.25
TREVONIAN	100	4.00	3.00	2.40	2.00
TRUE BLUE	10	2.40	2.00	1.80	1.20
WARATAH	10	1.00	.80		
W. H. PHIPPS	10	.20	.16	.12	.10
W. H. PHIPPS	100	1.60	1.20	1.00	.80
WINGS OF JOY	10	1.80	1.40	1.00	
YELLOW EMPEROR	10	1.80	1.36	1.00	

Many thanks for your good orders.

"Once a customer of J. H. always a customer."

Come again, Cordially yours,

J. H. HEBERLING, Easton, Ill., U.S.A.